

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application. Please amend claims 1, 4, and 13 as reflected in the following listing:

1.(Amended) A method of sending a video segment and an associated advertisement over a computer network, comprising:

- (a) acquiring a video segment at a computer system;
- (b) acquiring one or more advertisements at the computer system;
- (c) offering to a sender an opportunity to indicate a selection of an advertisement of the one or more advertisements to be associated with the video segment;
- (d) accepting from the sender the indication of a selection of the advertisement to be associated with the video segment, ~~the video segment and the advertisement to be sent over the computer network;~~ and
- (e) in response to the indication accepted in step (d), automatically at the computer system:
 - (i) assuring that the video segment is in a streaming video format;
 - (ii) creating an identifier for the video segment;
 - (iii) associating the video segment and the advertisement; and
 - (iv) sending the video segment, the identifier, and the associated advertisement over the computer network to a receiving computer system.

2.(Original) The method of claim 1, wherein the step of offering to a sender an opportunity to indicate a selection of an advertisement of the one or more advertisements includes a criterion selectable by the sender.

3.(Original) The method of claim 2, wherein said criterion is one of a subject of the advertisement, a length of the advertisement, and a remuneration paid for selecting the advertisement.

4.(Amended) The method of claim 2, wherein said criterion includes affirmatively leaving the selection to the determination of said ~~server~~-computer system.

5.(Original) The method of claim 1, wherein the step of offering to a sender an opportunity to indicate a selection of an advertisement of the one or more advertisements includes a default selection to be made if the sender fails to indicate a selection.

6.(Original) The method of claim 5, wherein the default selection includes a substantially randomized selection of an advertisement.

7.(Original) The method of sending a video segment and an associated advertisement over a computer network, comprising:

- (a) uploading a video segment from a sender computer system to a server computer system;
- (b) selecting, using the sender computer system, an advertisement stored at the server computer system; and
- (c) transmitting from the sender computer an indication of an intent to send the video segment and the advertisement over the computer network, the indication causing the server computer system automatically to:
 - (i) assure that the video segment is in a streaming video format;
 - (ii) create an identifier for the video segment;
 - (iii) associate the video segment and the advertisement; and
 - (iv) send the video segment, the identifier, and the associated advertisement over the computer network to a receiving computer system.

8.(Original) The method of claim 7, wherein selecting an advertisement comprises selecting an advertisement using a criterion chosen by an operator of the sender computer system.

9.(Original) The method of claim 8, wherein said criterion is one of a subject of the advertisement, a length of the advertisement, and a remuneration paid for selecting said

advertisement.

10.(Original) The method of claim 8, wherein said criterion includes leaving said selection to the determination of said server computer system.

11.(Original) The method of claim 10, wherein said selection includes a substantially randomized selection of an advertisement.

12.(Original) The method of claim 10, wherein said selection is based on a price paid by an advertiser.

13.(Amended) A system for sending a video and an associated advertisement over a computer network, comprising:

(a) a first computer system for connection to other computer systems over a computer network, the first computer system including:

- (1) a first module operating on the first computer system for acquiring a video segment;
- (2) a second module operating on the first computer system for generating an identifier associated with the video segment;
- (3) a third module operating on the first computer system for accepting an indication of intent to send the video segment to another computer;
- (4) a fourth module operating on the first computer system for automatically sending the video segment and the identifier over the computer network to a receiving computer; and
- (5) a fifth module operating on the first computer system for accepting from a sender an indication of an advertisement to be associated with the video segment and for transmitting the indication to another computer; and

(b) a second computer system comprising storage and for connection to other computer systems over the computer network, the second computer system including:

- (6) a sixth module operating on the second computer system for automatically receiving the video segment and its associated identifier sent by the first computer system over the computer network;
- (7) a seventh module operating on the second computer system for storing an advertisement;
- (8) an eighth module operating on the second computer system for associating the advertisement with the video segment;
- (9) a ninth module operating on the second computer system for storing the video segment and associated identifier in the storage;
- (10) a tenth module operating on the second computer system for receiving an indication to associate the stored video segment and the advertisement;
- (11) an eleventh module operating on the second computer system and responsive to receiving the indication in the tenth module for automatically assuring that the video segment is in a streaming video format; and
- (12) a twelfth module operating on the second computer system and responsive to receiving the indication in the tenth module for sending the video segment, the identifier, and the associated advertisement from the storage to a receiver computer system.

4-18 (Canceled)

19.(Original) The system of claim 13, further comprising a module operating on the second computer system for obtaining from a user of said first computer an indication of which advertisement is to be associated with the video sent by the first computer.

20.(Original) The system of claim 19, wherein said module for obtaining an indication of which advertisement is to be associated with the video uses a criterion for said association.

21.(Original) The system of claim 20, wherein said criterion is one of a subject of the advertisement, a length of the advertisement, and a remuneration paid for selecting said advertisement.

22.(Original) The system of claim 19, wherein said module for obtaining an indication of which advertisement is to be associated with the video uses a criterion for said association that includes leaving said selection to the determination of said server computer.

23.(Original) The system of claim 22, wherein said selection includes a substantially randomized selection of an advertisement.

24-28 (Canceled).